

Utah Film Commission Commercial Entry Packet

Please read the information and sign the Utah Film Commission Application of Intent and Consent to Use Official Utah Film Commission Marks and State of Utah Marks and send back to :

Utah Film Commission
C/o Aaron Syrett
324 South State Street, Suite 500
Salt Lake City, Utah 84111
Or
for more information call
801.538.8740 · facsimile 801.538.8746

This document can also be downloaded on the Utah Film Commission Website: film.utah.gov



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UTAH FILM COMMISSION CALLS FOR ENTRIES

The **Utah Film Commission** wants you to produce and direct their television commercial! Contestants can submit a campaign or individual commercials. Up to 8 commercials will be chosen to represent the **Utah Film Commission** during the **2005 Sundance Film Festival**. The winners will receive \$1500 cash per winning commercial, Official Utah Film Commission gear, passes to the **2005 Sundance Film Festival**, and tickets to various receptions and parties at the **2005 Sundance Film Festival**.

The winning commercials will air a total of 66 times during the **2005 Sundance Film Festival** on Park City Television's **"In the Can"**. The program features interviews of actors, directors, and producers of the top movies being screened during the **2005 Sundance Film Festival**. Last year, **"In the Can"** was flooded with calls from publicists trying to get their movies on the show. The show has become required viewing for many motion picture executives. This is a great way for local and budding filmmakers to be seen by many of the top Hollywood decision makers.

Objective

To produce and direct a 30 second commercial that promotes Utah as a viable place to make motion pictures. Your spots should be written and shot to communicate a message that will be seen as important by the target audience by using different advertising techniques ([see attachment](#)). Always remember to keep in mind that your goal is to attract attention, hold interest, arouse desire and motivate action.

Message

Utah is a premier place to shoot all filmed entertainment! Utah has world-class locations. Utah has a crew base that is second to none. Utah is an hour and a half from Los Angeles. Utah has a large talent pool.

Target Audience

Producers / Directors / Writers / Motion Picture and Television Executives

Specifications and Requirements

Application of intent and consent to use official marks and logos must be made. ([see attachment](#))

30 second commercial

Broadcast Quality (35mm, 16mm, Beta sp, DV, and Mini-DV)

Submissions must be turned in on DVD duplicate or VHS duplicate

Utah Film Commission logo (UFC will provide a Vector EPS)

Utah Film Commission phone number (800.453.8824)

Utah Film Commission web site (film.utah.gov)

Must be a Utah resident or attending school in Utah

IMPORTANT: The winning commercials will need to provide a Beta Master, DV Master, or Mini-DV Master

Timeline

September 1, 2004	Contest announced
September 6, 2004	Press Release goes out
September 30, 2004	Application of intent due
December 1, 2004	All submissions due by 5:00 pm MST.
December 3, 2004	Submissions juried by motion picture and advertising professionals
December 10, 2004	Winners announced at the UFC holiday film industry luncheon (subject to change)
January 20- 30, 2005	Sundance Film Festival; Spots will air

Send All Submissions To:

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NOTE: All footage becomes property of the State of Utah Department of Community and Economic Development and the Utah Film Commission. Utah Film Commission assumes executive producer credit and final editorial control. Submissions will be returned by calling the Utah Film Commission and making an appointment to pick them up.

Utah Film Commission Application of Intent
and Consent to Use
Official Utah Film Commission Marks and State of Utah Marks

Name: _____
(First) (Middle) (Last)

Address: _____

Phone: _____ Mobile: _____

Email: _____

By submitting this form you are stating that it is your intention to enter the Utah Film Commission commercial contest. This form does not bind you to make an entry. If you choose to withdraw from the contest you may do so at anytime.

By signing this form you agree that any loaned material such as: official marks and logos, will only be used for this contest. You agree that you will not make duplicates of marks and logos for any other use. You agree that if you choose to withdraw from this contest, you will advise the Utah Film Commission and turn over any marks and logos that were loaned to you, and you will turnover any master and copies of materials that the logos and marks reside on.

You agree that you will not use any plagiarized media in your submission. You agree that if you choose to incorporate into your final submission any type of medium of other people's works, you will get prior written permission.

You agree that you have read and understand all the specifications, requirements, deadlines and notes.

Signature (or Guardian if applicant is under 18)

Date



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Advertising Techniques

avant garde

The suggestion that using this product puts the user ahead of the times e.g. *a toy manufacturer encourages kids to be the first on their block to have a new toy*

bandwagon

The suggestion that everybody is using the product and that you should too in order to be part of the group e.g. *a credit card company quotes the number of millions of people who use their card*

facts and figures

Statistics and objective factual information is used to prove the superiority of the product e.g. *a car manufacturer quotes the amount of time it takes their car to get from 0 to 60 mph*

glittering generalities

"Weasel words" are used to suggest a positive meaning without actually really making any guarantee e.g. *a famous sports personality says that a diet product might help you to lose weight the way it helped him to lose weight*

hidden fears

The suggestion that this product will protect the user from some danger e.g. *a laundry detergent manufacturer suggests that you will be embarrassed when strangers see "ring around the collar" of your shirts or blouses*

magic ingredients

The suggestion that some almost miraculous discovery makes the product exceptionally effective e.g. *a pharmaceutical manufacturer describes a special coating that makes their pain reliever less irritating to the stomach than a competitors*

patriotism

The suggestion that purchasing this product shows your love of your country e.g. *a company brags about its product being made in America and employing American workers*

plain folks

The suggestion that the product is a practical product of good value for ordinary people e.g. *a cereal manufacturer shows an ordinary family sitting down to breakfast and enjoying their product*

snob appeal

The suggestion that the use of the product makes the customer part of an elite group with a luxurious and glamorous life style e.g. *a coffee manufacturer shows people dressed in formal gowns and tuxedos drinking their brand at an art gallery*

transfer

Words and ideas with positive connotations are used to suggest that the positive qualities should be associated with the product and the user e.g. *a textile manufacturer wanting people to wear their product to stay cool during the summer shows people wearing fashions made from their cloth at a sunny seaside setting where there is a cool breeze*

testimonial

A famous personality is used to endorse the product e.g. *a famous hockey player recommends a particular brand of skates*

wit and humor

Customers are attracted to products that divert the audience by giving viewers a reason to laugh or to be entertained by clever use of visuals or language